

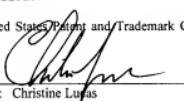
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 09/773,943 **Group Art Unit No.:** 3622
Applicant(s): Ronald Jacoby, et al. **Examiner:** Jeffrey D. Carlson
Filing Date: January 31, 2001 **Docket No.:** 085804-019600
Title: **SYSTEM FOR DYNAMIC GENERATION OF ONLINE STREAMING MEDIA ADVERTISEMENTS**
Customer No.: 76058

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on November 6, 2008.



Name: Christine Lufas

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

Date: November 6, 2008

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Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Dear Sir / Madam:

This paper is in response to the Office Communication dated August 7, 2008. Please amend the application as follows.